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# LEADING THE ASIAN BUSINESS REVOLUTION: THE ELM WAY

THE HELP Group stands out by the awards it has won locally and internationally, particularly the Forbes recognition of HELP as one of the 200 Best Performing companies in Asia with capitalization below USD1 billion, and the Ernst and Young Entrepreneurship Award.

The philosophy and practice of ELM (entrepreneurship, leadership, management) framework has created HELP's business success and thought leadership. This paradigm of business thinking and practice is embedded in the teaching-learning pedagogy in the ELM Business School (ELM-BS) of HELP University.

The ELM Business School is thus the school of choice for business, entrepreneurship, finance and accounting courses.

The ELM framework focuses on competency-mindset transformation in the student. We coach and mentor him to be resourceful and innovative, and to be a principled adaptive leader. The learning transformative experience focuses on character building, leadership competency, and competency in a profession. Our collective experience as entrepreneurs and thought leaders makes the difference as we can share this with our students.

Understanding and applying the ELM framework not only helps in clarifying business challenges, it also provides a springboard for research and enquiry and for postgraduate studies.

The ELM Graduate School (ELM-GS) offers 2 doctoral programs: the Doctor of Business Administration (DBA) and the Doctor of Philosophy (PhD), and a Master of Philosophy (MPhil). The last 2 are research degrees.

The DBA provides experiential learning. Its professional orientation, underpinned by academic

rigour, provides the candidate with a strong grasp of best practices in the world of business and the higher order thinking skills to envision the future.

The DBA program has an experienced faculty of academics, professionals, businessmen and entrepreneurs. Their diverse experiences and expertise enrich the learning experience and nurture students to be achievers.

An example is Ms Grace Lee, a senior finance personnel in Malaysia's leading entertainment company. She enrolled in the DBA "to hone my skills and refine my knowledge. I like the comprehensive coverage: its 10 learning modules strengthen my conceptual and critical thinking, besides exposing me to useful case studies of global businesses. The research dissertation helps me to use my analytical skills to express my views and observations with intellectual vigour".

Grace plans to conduct an empirical study of companies listed on Bursa Malaysia from the viewpoint of corporate risk governance for her dissertation.

The DBA program also attracts international students like Wang Yue, a manager at the Guilin University of Electronic Technology in China. "The interactive nature of the course encourages deep thinking on management, generating innovative ideas that improve our workplace performance and give us professional and personal fulfilment," commented Wang Yue.

"Moreover the lecturers' strong academic background and rich practical experience inspire us to develop innovative thinking," she added.

Wang Yue is evaluating the following topics for her dissertation: Innovation of Technology and Knowledge Management; Service

Outsourcing and International Business; and Strategy, Technology and Management.

For DBA graduate Cui Na, from Qingdao, China, obtaining the DBA after completing a master's degree in business at HELP University helps her get a lecturer's job at a university in China.

Cui Na's dissertation was a study of *The Relationship between Culture Orientation and Purchasing Intention among Chinese Tertiary Students towards Luxury Fashion Brands in China* with students from public universities in 12 major Chinese cities as the sample group.

Another example is Sudeep Mohandas, a former senior officer in the World Wildlife Fund in Malaysia and Geneva, who studied *Attraction Predictors that influence Gen Y Talent to join an Environmental Non-profit Organization*.

"The research provided a lot of insight into my own character as well as answer the research questions which I had been asking for the last ten years. It has given me the confidence to launch my own consultancy company."

Supervision of the doctoral dissertations in the ELM-GS is provided by an expert team from HELP University's cross-disciplinary faculty and subject experts from foreign universities.

The strong research orientation of the ELM-GS is reflected in the offering of the research-based MPhil and PhD degrees. The PhD and MPhil are more research focused and prepare candidates for the academic world and research oriented professions. They are benchmarked against the high standards of traditional academic universities. Supervisors are experienced scholars in various disciplines.

The research record of the HELP faculty members continues

to grow.

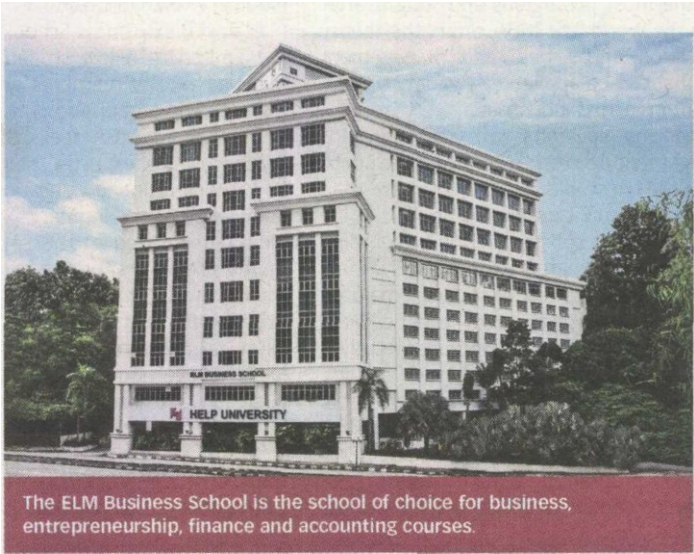
The latest is a RM5.1 million study on the Comprehensive and Integrated ECCE (Early Childhood Care and Education) Quality Malaysian Model. This project is funded by the Ministry of Finance through the Ministry of Education, with HELP collaborating with Universiti Pendidikan Sultan Idris, Universiti Utara Malaysia and Universiti Kebangsaan Malaysia.

Our doctoral students are also research assistants in these research projects.

The ELM-GS has 14 Master's programs providing a wide choice of options for different career and professional pathways.



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